Green Tags from the Bonneville Environmental Foundation-

New Renewables
Meet New Customers
in a New World

Presented to

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Bonneville Environmental Foundation



The Bonneville Environmental Foundation

- Independent Non-Profit, Established in 1998
- Works with BPA, Utilities, Suppliers & Environmental Community to:
 - identify low-impact renewables & get them endorsed
 - market green power and Green Tags
 - + 25 aMW currently under contract
- Reinvests Green Power Revenues in:
 - new renewable energy projects
 - watershed restoration
 - 18 projects funded to date



BEF Current Customer List

EPP

City of Albion

City of Ashland

City of Blaine

City of Burley

DOE - Richland

Emerald PUD

EWEB

Flathead EC

City of Forest Grove United EC

City of Idaho Falls

Lakeview L&P

Midstate EC

City of Monmouth

Orcas P&L

Peninsula Light Co

Riverside EC

Salem Electric

Snohomish PUD

City of Tacoma

Tanner EC

Whatcom PUD

Green Tags

Idaho Power Co.

Batdorf & Bronson

Coffee Roasters

CH2M HILL

EPA - Region X

Global Energy

Concepts

Xantrex Tech-

nologies

Climate Solutions





BEF Offers

- An affordable, low-risk, Green Tag product based on new wind and solar resources
- A superior product designed to meet regional and national green power certification standards
- Endorsed by:
 - Natural Resources Defense Council
 - Renewable Northwest Project
 - Northwest Energy Coalition



BEF Offers

- Marketing tools that increase the likelihood of a successful program
- Staff experienced in green power marketing
- Option for customers to offset part or all of their Greenhouse Gas footprint (power, home heating, travel)
- The option of having a purchase be taxdeductible





About BEF Accomplishments Apply for Grant Contact Us/News Buy Green Tags





CO₂ Calculator

Skip Calculator & Buy Now

Green Tags for **Business Customers**

Green Tag Supply

What Others Say

FAQ

Green Tag Calculator

Intro

Step 3: Step 4: Auto Travel Air Travel

Offset Now

Introduction

How much CO2 and other greenhouse gasses (CO2e) do your activities create? Fill in the blanks in our CO2 emissions calculator to find out.

Each section in our calculator will ask you to fill-in information about your energy use. You may complete each of the sections in order or jump ahead as you wish by using the tabs at the top of the calculator. If you do not complete all of the sections, the calculator will indicate your CO2 emissions for the sections that you do choose to complete.

Start >>



My Emissions

1,695 lbs

8,442 lbs

5,590 lbs

15,727 lbs

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CO2 Calculator

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Green Tags for Business Customers

Green Tag Supply

What Others Say

FAQ

"The business side of our Foundation is premised on

Green Tag Calculator

Emission Source

Automobile Travel

Electricity

Heating

► Air Travel

Intro	Step 1: Electricity	Step 2: Heating	Step 3: Auto Travel	Step 4: Air Travel	Offset No
Step 4:	Your Air Tr	avel			
of miles yo	pproximate num u flew in the pas m				
	umber of round lade in the past y	/ear			
	trips				Next >>
How do these	calculations work?	Click here.			

Average

10,388 kWh

812 CCF

556 gal

962 mi

My Usage

9,000 kWh

700 CCF

286 gal

Total:

CO2 Calculator

Skip Calculator & Buy Now

Green Tags for Business Customers

Green Tag Supply

What Others Say

FAQ

"The business side of our Foundation is premised on product innovation and market responsiveness. That's why we came up with the idea of Green Tags, and why we're market leaders in making them available." -- Angus Duncan



Step 1: Electricity

Intro

Step 2: Heating Step 3: Auto Travel

Step 4: Air Travel

Offset No

Offset Your Emissions Now

Our calculations indicate that your activities in the past year account for 15,727 lbs of greenhouse gases. It would require 11 Green Tags to have these activities become 100% climate neutral for one year.

How much would you like to offset?

Check one of the boxes to select the percent of these emissions to offset with Green Tags. Alternatively, you can enter a number of Green Tags to purchase.

The minimum number of Green Tags you may purchase is two.



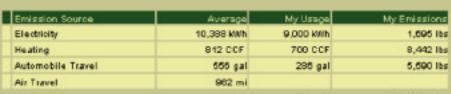
Percent Offset	Green Tags	Price/year
© 100%	11	\$220.00
C 50%	6	\$120.00
C 25%	3	\$60.00
C 18%	2	\$40.00
C Other		

Order Now

Many of our utility partners offer a green power program.

To see what is offered, look for your utility provider here:

Snohomish Public Utility District (WA)



Total: 15,727 lbs





Product Integrity

Customers want the environment to benefit

- BEF Green Tags reflect new (post 5-1-99) renewables, not existing renewables.
- Specific renewable energy projects are identified
- BEF Green Tag identifies and quantifies displaced emissions (e g. CO₂)
- BEF works with regional & national groups to develop certification standards for Green Tags /RECs/TRCs
- All BEF Tags are from renewable projects endorsed by three leading environmental organizations
- BEF reinvests net revenues in new renewables





Customers Want Real Numbers

Green Tags based on metered output

GREEN

- Clearly identifies number of kWh customer is supporting
- All assumptions for calculations are clearly identified, documented (extensive FAQ on web)
- Supply contracts provide verification and authentication, protect against "double counting"
- Annual independent audit of Green Tag sales





Summary

's Green Tag product is:

- A superior product at an affordable price
- Based on new wind and solar resources
- Endorsed by environmental organizations

BEF:

- Reinvests net revenues in renewable energy projects
- Has track record with businesses and utilities
- Offers residential customers a way to make their purchase tax deductible



Contact Information

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